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| Data Type | Purpose | Retention Period | Reason for Retention Period | Disposal Method |
| **Customer Name** | **Loyalty program, updates** | **3 years from last activity** | **Allows tracking of active customers; balances business needs with data minimization** | **Secure deletion** |
| **Email Address** | **Loyalty program, marketing updates** | **3 years from last activity or until unsubscribe** | **Maintains contact for active subscribers; respects opt-out requests** | **Secure deletion** |
| **Purchase History** | **Loyalty program rewards, analytics** | **5 years from purchase date** | **Supports reward tracking and business insights; aligns with tax/audit needs** | **Anonymization or deletion** |
| **Phone Number (if collected)** | **Loyalty program, updates** | **3 years from last activity** | **Optional contact method; removed if unused** | **Secure deletion** |
| **Mailing Address (if collected)** | **Shipping, loyalty rewards** | **5 years from last transaction** | **Needed for delivery or physical rewards; tied to tax records** | **Secure deletion** |
| **Preferences (e.g., genres)** | **Personalized updates, recommendations** | **3 years from last activity** | **Enhances customer experience; refreshed with engagement** | **Secure deletion** |
| **Consent Records** | **Proof of opt-in for updates** | **6 years from consent date** | **Legal requirement for audits or disputes** | **Secure deletion** |